

EN4513: CASE STUDIES IN CORPORATE COMMUNICATION

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Case Studies in Corporate Communication

Subject Code

EN - English

Course Number

4513

Academic Unit

English (EN)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

EN3525 / English in Corporate and Professional Communication
EN3526 / Communication Strategies in Business Projects

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to help students gain insight into and improve their understanding of corporate communications and show how companies use communications to implement corporate strategies. To accomplish these goals, students examine important corporate communication areas such as business environment, communication strategies in internal and external communication, and crisis communication. Students will examine a variety of cases and readings that will help them understand how corporate communication relates to general management and strategy in a corporation.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Identify the business environment in which corporate communication takes place.		x	x	x
2	List the general principles that apply to communicating strategically in corporate contexts.			x	x
3	Describe corporate communication with external constituencies including corporate advertising, investor relations, and government relations.		x	x	x
4	Explain corporate communication within organizations including formal and informal channels.		x	x	x
5	Analyze how corporations can communicate effectively in crisis situations		x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

TLAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture	The instructor delivers interactive multimedia lectures that describe the business environment in which corporate communication takes place. Cases such as The Arthur Andersen Case, Carson Containers Case will be used to illustrate.	1, 2, 3	2 weeks

2	Lecture	The instructor delivers an interactive multimedia lecture that describes corporate communication with external constituencies including corporate advertising, investor relations, and government relations. The following Exercise and cases are used to illustrate: Corporate Ad Samples; Adolph Coors Company; Steelcase, Inc.; Disney's America Theme Park	1, 2, 3	4 weeks
3	Lecture	The instructor delivers an interactive multimedia lecture that explains corporate communication within organizations including formal and informal channels. The Westwood Publishing case is used to illustrate.	1, 2, 4	2 weeks
4	Lecture	The instructor delivers an interactive multimedia lectures that analyze how corporations can communicate effectively in crisis situations. The VitaSoy (Hong Kong) and Coca Cola (India) cases are used to illustrate.	1, 2, 5	3weeks
5	Seminar discussion and reading analysis	Using relevant concepts and terms, students will analyze and reflect upon an array of corporate communication theory in small group and whole-class settings.	1, 2, 3, 4, 5	Throughout the semester
6	Portfolio Development	Students will reflect on theory learning through the compiling of case analysis writing portfolio that draws upon formative feedback from both their peer-review group and from the instructor.	1, 2, 3, 4, 5	Throughout the semester

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Assignment 1: Portfolio Development Students are required to submit 2-page (500 words) case write- up of the assigned cases in which students analyze issues relating to the theoretical concepts presented in the lectures.	1, 2, 3, 4, 5	50	
2	Assignment 2: Group presentations of the assigned cases in which student groups lead class discussions.	1, 2, 3, 4, 5	35	
3	Attendance & Participation. Professional Etiquette Including On-time Attendance, Active Participation, Use of English, Interpersonal Skills/Professionalism, and group project contribution*	1, 2, 3, 4, 5	15	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Assignment 1: Portfolio of Case Analyses (Individual Work) 50%

Description: Students are required to submit 10 entries that document observations of corporate communications and practices. Each entry consists of: (a) Description of the case (250 – 300 words) and (b) Analysis and interpretation of the cases from the theoretical perspectives (250 – 300 words)

Criterion

Content & organization

- Demonstrates an understanding of corporate communication theories;
- Be able to identify key issues, make complete operational recommendations, and express viewpoints in coherent and accurate English.
- Portfolio format is correctly and effectively used;

- Introduction of each entry is effectively developed;
 - Conclusion is provided & effectively expressed;
 - Paragraphs and ideas are very coherently linked.
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Assessment Task

Assignment 1: Portfolio of Case Analyses (Individual Work) 50%

Description: Students are required to submit 10 entries that document observations of corporate communications and practices. Each entry consists of: (a) Description of the case (250 – 300 words) and (b) Analysis and interpretation of the cases from the theoretical perspectives (250 – 300 words)

Criterion

Language

- Choice of language appropriate for task;
 - Grammar is accurate (e.g., use of tenses, parts of speech, etc)
 - The vocabulary used is very concise, precise, and varied;
 - Tone appropriate for reader-writer relationship;
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Assessment Task

Assignment2: Oral Presentation of Case Analysis (15%)

Criterion

Content & Organization

- Relevant information is included & presented effectively;
 - Able to present key issues, make complete operational recommendations, and express viewpoints in coherent and accurate English
 - Spontaneous/enthusiastic delivery; Good delivery (pace, fluency, posture, gestures, eye contact);
 - Transitions are adequate and effective;
 - Visuals are appropriate and effective; Time management effective;
 - Question-and-answer participation;
 - Clearly identifiable introduction, closely follow outline in the middle, and strong conclusion to reinforce the aim and objectives
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Assessment Task

Assignment2: Oral Presentation of Case Analysis (15%)

Criterion

Language

- Language accuracy;
 - Language shows range;
 - Pronunciation is clear and comprehensible;
 - Voice quality is good
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Assessment Task

Assignment2: Oral Presentation of Case Analysis (15%)

Criterion

Teamwork

- Teamwork evident e.g. handover and referring back/forward

Part III Other Information

Keyword Syllabus

Corporate Communications; Case Studies on Corporate Communications; Internal Communication; External Communication; Crisis Communication; Corporate Business Environment

Reading List**Compulsory Readings**

Title	
1	Paul A. Argenti. Corporate Communication. 6th ed. New York: McGraw Hill, 2013

Additional Readings

Title	
1	Jeffrey A. Frieden. (2008). Global Capitalism: Its Fall and Rise in the Twentieth Century. New York: Norton. 8537800678, 9788537800676
2	Frandsen F., & Johansen, W. (2014). Corporate communication. In V. Bhatia, & S. Bremner (Eds.), The Routledge handbook of professional communication (Chapter 15). New York, NY: Routledge Publishing).
3	Schultz, M. (2005). A cross-disciplinary perspectives on Corporate Branding. In Schultz, Antorini, Y. M. & Csaba F. Corporate Branding: Purpose, people, process. CBS Press.
4	A variety of international refereed articles will also be required from journals such as Journal of Business and Technical Communication, Journal of Business Communication, Business Communication Quarterly, Technical Communication Quarterly, Management Communication Quarterly, Management Science, and Harvard Business Review.